

## CLAIMS:

1. A method of displaying successive image frames or fields on a subfield driven matrix display device comprising display lines being addressed in sets of adjacent lines, said image frames or fields having original luminance value data being coded in subfields comprising a group of most significant subfields and a group of least significant subfields, a common luminance value data being supplied to lines of a set of said sets of lines, characterized in that said addressing in sets of adjacent lines is performed differently for (i) successive frames or fields and/or (ii) for different regions of the display device and/or (iii) for different subfields.
- 10 2. A method as claimed in claim 1, characterized in that said common luminance value data for said at least one of the least significant subfields is obtained by averaging the corresponding least significant subfield original luminance value data of said set of lines.
- 15 3. A method as claimed in claim 1, characterized in that said sets of lines comprise sets of two lines.
4. A method as claimed in claim 1, characterized in that said sets of lines comprise sets of three lines.
- 20 5. A method as claimed in claim 1, characterized in that said sets of adjacent lines comprise sets of lines having the same number of lines, said sets being shifted by one or more lines in each successive frame.
- 25 6. A method as claimed in claim 1, characterized in that said display device comprises a first region being the upper half of the display and a second region being the lower half of the display.

7. A method as claimed in claim 1, characterized in that said grouping of lines for each successive frame or field and for different regions of the display device is performed in a random manner.

- 5 8. A display apparatus comprising a subfield driven display device for displaying successive image frames or fields on display lines, said image frames or fields having original luminance value data being coded in subfields comprising a group of most significant subfields and a group of least significant subfields, the display apparatus further comprising means for addressing the display device in sets of adjacent lines, and means for 10 supplying a common luminance value data to lines of a set of said set of lines, characterized in that the display apparatus comprises means for selecting different sets of adjacent lines for:
- (i) successive frames or fields, and/or  
(ii) for different regions of the display device, and/or  
15 (iii) for different subfields.

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